

Healthy Kids Program

2024 Program Toolkit

Approved and endorsed by
the Ohio Chapter, American
Academy of Pediatrics

Ohio Chapter

INCORPORATED IN OHIO

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



What is the Healthy Kids Program?

Health Action Council created the program to educate and encourage students and their families, school leaders, teachers, athletic directors, coaches, employers, and communities to promote improved health and wellness.

The goal is to:

Encourage & Promote

- ✓ Childhood preventable disease vaccinations
- ✓ Medical, dental, and vision well-child visits
- ✓ Physical activity among kids
- ✓ Healthy food choices
- ✓ Enhanced health literacy

Why launch the Healthy Kids Program with employees?

The health of children today has a direct impact on today's workforce and the workforce of the future. Not only does the health of current employee dependents impact productivity and absenteeism, but a large part of an employee's lost work time can be attributed to health problems they developed during childhood.

By increasing an employee's understanding of their benefits and education on how they can support and improve the health of a child, employers achieve:

- ✓ Lower healthcare costs
- ✓ Increased productivity
- ✓ Improved employee retention rates
- ✓ A healthier workforce for tomorrow

How does the Healthy Kids Program work?

This toolkit provides resources to help create awareness and build employee engagement. You can use all of them or choose only the tools that will have the most impact. These include:

- ✓ Childhood vaccination schedule
- ✓ Well child periodicity schedule
- ✓ Links to credible organizations with statistics and valuable reference information
- ✓ Social media posts and images to use on your intranet or in emails

“ We believe healthy kids create healthy families, and healthy families make healthy and productive employees for today and tomorrow. “

~ Health Action Council





CHILDHOOD PREVENTABLE DISEASE VACCINATIONS

Children are exposed to thousands of germs every day through eating, breathing, and putting everyday items in their mouths. Their immune system can fight most germs they encounter. However, there are a few that are harmful.

Like eating healthy foods, exercising, and getting frequent check-ups, preventable disease vaccinations can play a vital role in keeping children healthy.

Vaccinations teach the immune system how to create antibodies that protect it from diseases. They can help provide children immunity to these potentially life-threatening diseases; however, one in six children are not getting all their preventable disease vaccinations.

Vaccine preventable diseases that still circulate in the U.S. include whooping cough, chickenpox, influenza, and there have even been recent cases of measles outbreaks. Since the decrease of children getting vaccinated, the risk of outbreaks due to vaccine-preventable diseases is currently at its highest point in the last 30 years, according to the Pan American Health Organization.

Preventable Disease Vaccination Schedule

Encourage parents to download these simple charts to ensure kids stay on track and are receiving the recommended preventable disease vaccinations during their well-child visits.

[Click here](#) to view charts.

Most early-childhood vaccinations require multiple doses, but about **1 in 6 toddlers — 17 percent** — are not getting all of the needed doses”, according to a study published in [the American Academy of Pediatrics journal](#).



MEDICAL, DENTAL, AND VISION WELL-CHILD VISITS

Through ongoing preventive screenings, a child's doctor can often detect and address health problems before they become serious and impact their ability to grow and learn. Regular doctor visits provide comprehensive health promotion, include disease prevention exams, and monitor the development of kids through age 21.

✓ **On-schedule** for all preventable disease vaccinations.

✓ **Getting plenty of sleep.** Adequate amounts of sleep improve attention, behavior, creativity, learning, memory, problem-solving abilities, relationships, and overall mental and physical health.

✓ **Growing and developing properly** (heart, mental health, reproductive health, etc.). According to Better Health Partnership, approximately 20 percent of children in the U.S. suffer from a mental illness, and only 20 percent of these children receive treatment.

✓ **Receiving the proper nutrition.** Healthy eating in childhood is essential for growth and development and to prevent disease. Kids that struggle with weight have an increased risk of future health problems, including diabetes, high blood pressure, high cholesterol, heart disease, and cancer.

✓ **Practicing dental hygiene.** Establishing good oral health practices starts when a child is young and encourages life-long dental hygiene. Early dental check-ups help prevent cavities, gum disease, and tooth decay, which can lead to pain, trouble concentrating, and other medical problems. According to the American Academy of Pediatrics, tooth decay is one of the most common chronic childhood diseases in the U.S.

✓ **Screening for eye health.** Annual eye exams monitor vision milestones and ensure a child's eye health is on target. Vision problems can impair a child's development, interfere with learning, and lead to permanent vision loss, which plays a vital role in physical, cognitive, and social development. Poor vision impacts children's day-to-day activities and their ability to read, write, or play a sport.

Regular well-child visits help keep children **happy, healthy, and thriving**. The Bright Futures/American Academy of Pediatrics (AAP) developed a schedule and set of comprehensive health guidelines for preventative well-child care, known as the "periodicity schedule." <http://ow.ly/EGM050GvBlk>



KEEPING KIDS ACTIVE

Encourage kids to live an active lifestyle, such as playing outside and participating in sports.

Physical activity plays a crucial role in the prevention and treatment of disease and promotion of health and wellness. Kids who develop healthy patterns at a young age will carry them forward. According to The Physical Activity Guidelines for Americans, it's recommended that children and adolescents age six and older get at least one hour a day of moderate or vigorous aerobic activity.

Here is why physical activity is so essential for kids:

- ✓ Burns calories instead of storing them as fat
- ✓ Builds strong bones and muscles for strength and endurance
- ✓ Relieves stress and anxiety and helps with focus and concentration
- ✓ Maintains blood sugar levels and lowers blood pressure and cholesterol levels
- ✓ Enhances cardiorespiratory fitness
- ✓ Improves sleep and mental health
- ✓ Supports better posture and balance
- ✓ Boosts self-esteem and social interactions

According to The Physical Activity Guidelines for Americans:

It's recommended that children and adolescents age six and older get at least one hour a day of moderate or vigorous aerobic activity.

“On average, young people who exercise more have lower levels of **depression, stress** and **psychological distress**, and higher levels of **positive self-image, life satisfaction** and **psychological well-being.**”

– American Psychological Association



HEALTH LITERACY

Health is part of our everyday life and teaching health literacy at a young age is part of the process of caring for, educating, and raising children. Many health problems as an adult result from poor health habits created during childhood. Understanding the impact of healthy behavior will help children lead healthier and more productive lives into adulthood, while reducing overall healthcare costs.

Here is why:

- ✓ Helps promote, prevent, and maintain physical and mental health
- ✓ Improves health outcomes
- ✓ Empowers individuals and families to advocate for themselves and make better health and healthcare utilization choices
- ✓ Decreases costly emergency room visits, hospitalizations, and hospital readmissions

Examples of Healthy Behaviors for Kids

- Limiting screen time and encouraging reading a book or heading outdoors to play a game
- Eating healthy snacks such as fruits and vegetables and reducing highly processed foods and added sugars
- Following a bedtime routine and getting enough sleep
- Brushing teeth and flossing regularly



find the right care

right care. right place. right price.

Running to the ER for a child's minor illness or injury could cost thousands of dollars. Encourage employees to use our no-cost Find the Right Care Symptom Checker to match symptoms to the best healthcare option.

Visit findtherightcare.org to determine your best option.



HEALTHY FOOD CHOICES

Healthy eating is essential for a child's growth and helps prevent serious health conditions. What children eat affects their ability to maintain a healthy body weight, consume nutrients, and reduce the risk of chronic illness such as heart disease, type 2 diabetes, and hypertension later in life.

Nutrition affects both physical and mental health and wellbeing and promotes healthy development in children. Here's are the effects of eating a healthy diet:

Mental and Behavioral Benefits

- Better concentration and memory, leading to better academic performance
- Higher self-image and confidence
- Decreased anxiety, irritability, and depression
- Improved sleep patterns

Physical Benefits

- Boosted immune system, which decreases the chances of long-term health problems
- Stronger muscles and bones
- Less risk of cavities, eating disorders, obesity, and malnutrition
- Increased energy and better participation in sports

“About **one in six children ages 10-17** in the United States have **obesity**” -National Survey of Children's Health 2020-2021

Promote #HealthyKids

We make spreading the message and educating employees about children's health as simple as 1... 2... 3...

1

SELECT A MESSAGE

Copy and paste the message.



2

PAIR MESSAGE WITH A PHOTO

Right click on the photo and save it to your computer.



3

SHARE

On your organization's intranet, social media, in a newsletter, or during a meeting.



WEEK	CATEGORY	MESSAGE	IMAGE
1	Childhood Immunizations	<p>Childhood preventable disease vaccinations are one of the best ways to make sure your child stays healthy and safe. Check if your child is up to date using the AAP's Immunization Schedule.</p> <p>https://ow.ly/g18H50Q2LgK</p>	
2	Well-Child Visits	<p>Back to school means back to the doctor! Follow these helpful tips for your child's next annual wellness exam.</p> <p>http://ow.ly/LhLh50FTnBU</p>	
3	Keeping Kids Active	<p>Sign your kids up for a sport to keep them active! It encourages kids to be social and helps meet the minimum 1 hour of exercise that children need per day.</p> <p>http://ow.ly/NzNM50FTnhJ</p>	
4	Healthy Food Choices	<p>Get kids started on a healthy eating adventure with these games and activities from the USDA! Teach them about MyPlate and the five food groups to set them on a healthy path.</p> <p>http://ow.ly/rFf450FTnyQ</p>	
5	Health Literacy	<p>Copay vs. Deductible? Copay is a fixed dollar amount you pay for specific services covered by your health plan. A deductible is the fixed dollar amount you must personally pay BEFORE insurance coverage starts. Know your healthcare terms:</p> <p>http://ow.ly/e2HF50GiPGH</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
6	Childhood Immunizations	Preventable disease vaccines are a critical way to protect against diseases and create a safer and healthier environment for everyone. Learn more: http://ow.ly/37wT50FTnrc	
7	Well-Child Visits	Well-child visits are key to preventing illness. Ask your child's doctor about recommended preventable disease vaccines, nutrition, and safety. http://ow.ly/cjao50Gr2t8	
8	Keeping Kids Active	When kids get outside, they get physical activity and improve their health. Here are the benefits of outdoor play for kids: http://ow.ly/BrqJ50GiU23	
9	Healthy Food Choices	Studies show that eating breakfast has a positive impact on your child's learning at school. Learn ways to make breakfast a healthy part of your child's day. https://ow.ly/nKAa50Q2LTc	
10	Health Literacy	Pediatricians recommend an annual eye exam for kids. Here are six ways to be proactive about your child's eye health! http://ow.ly/rDNb50FTneH	

WEEK	CATEGORY	MESSAGE	IMAGE
11	Childhood Immunizations	Preventable disease vaccines support both a child's short and long-term health. Learn more: http://ow.ly/I2k850Gr2uh	
12	Well-Child Visits	At your child's next well-visit, ask your pediatrician about growth, social behaviors and learning. They're there to help! http://ow.ly/YCCw50Gr2yr	
13	Keeping Kids Active	Who says family game nights are only about board games or video games? Here are fun games to play without equipment. http://ow.ly/bkNP50FTn9o	
14	Healthy Food Choices	You want to feed your child healthy foods, but do you know which nutrients are needed and in what amounts? Learn here: https://ow.ly/J2sA50Q2Mjr	
15	Health Literacy	Your child's dental health is more important than you think! It's recommended they visit a dentist twice a year to prevent cavities. For more kid's dental hygiene tips, visit http://ow.ly/NgNM50FTn6A	

WEEK	CATEGORY	MESSAGE	IMAGE
16	Childhood Immunizations	<p>It can be hard to say goodbye when your kid is headed off to college! Make it easier to know they are safe by making sure they have all their required preventable disease vaccinations.</p> <p>http://ow.ly/UNxe50Gr2zh</p>	
17	Well-Child Visits	<p>If you have any concerns about your child, be sure to bring them up at your child's next well-visit. Come prepared with a list of topics such as sleep, eating, and behavior.</p> <p>http://ow.ly/Lgd950Gr2Ag</p>	
18	Keeping Kids Active	<p>Did you know kids who are more physically active have better academic performance? Walking and biking to school is a great way for kids to get the physical activity needed for healthy minds.</p> <p>https://ow.ly/ZrT350Q2Mtl</p>	
19	Healthy Food Choices	<p>Healthy eating patterns for kids is important for optimal growth and development. Here is what you can do to encourage healthy eating!</p> <p>https://ow.ly/F8IL50Q2Mvb</p>	
20	Health Literacy	<p>Is your child sick? Use the no-cost symptom checker to determine your best health care option. Check symptoms here:</p> <p>https://ow.ly/cLsa50Q351b</p>	

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21	Childhood Immunizations	<p>Many preventable diseases have a cure. Be proactive in protecting your child by getting the recommended preventable disease vaccinations.</p> <p>http://ow.ly/awOZ50FTpD9</p>	
22	Well-Child Visits	<p>Does your child get anxiety about getting vaccinations? Learn nine things you can do for you and your child to make shots less frightening.</p> <p>http://ow.ly/kBEb50Gr2AW</p>	
23	Keeping Kids Active	<p>Walking your family dog is a great way to get your child excited about being outside. Here are more ideas to get your kids moving:</p> <p>http://ow.ly/VQ5250Gr2BM</p>	
24	Healthy Food Choices	<p>One of the most important skills to teach children to encourage lifelong healthy habits, is the ability to cook. Check out these healthy recipes you can make with the family:</p> <p>https://ow.ly/aUY550Q36io</p>	
25	Health Literacy	<p>Understanding health literacy allows kids to grow up practicing healthy habits and make informed decisions about their health. Here's how to teach kids about health literacy:</p> <p>https://ow.ly/TKkB50Q36KS</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
26	Childhood Immunizations	<p>There are so many unknowns about what your child's life will be like in the future. Make sure that their future is healthy by ensuring they are up to date on all preventable disease vaccinations.</p> <p>http://ow.ly/UDgT50Gr2Ch</p>	
27	Well-Child Visits	<p>The American Academy of Sleep Medicine (AASM) provides helpful guidelines regarding how much sleep children need at different stages in their development.</p> <p>http://ow.ly/yrcu50FTqF6</p>	
28	Keeping Kids Active	<p>Participation in sports has great benefits for children's mental and physical health. Learn simple safety tips to keep your child thriving:</p> <p>https://ow.ly/RALT50Q39yH</p>	
29	Healthy Food Choices	<p>It's crucial to start practicing healthy eating habits in childhood. Learn how to create healthy mealtimes for your family and what nutrients kids should be consuming:</p> <p>https://ow.ly/YBg250Q39Qh</p>	
30	Health Literacy	<p>Struggling to afford your child's medical care? Some programs can provide affordable — even free — medical care and meet or supplement a person's medical insurance needs.</p> <p>http://ow.ly/qCHD50GiTzn</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
31	Childhood Immunizations	Preventable disease vaccinations help protect your baby from diseases. Learn which ones they need and the effects: https://ow.ly/FP3w50Q39Y8	
32	Well-Child Visits	Cover all the bases at your child's next well-visit and talk about your child's growth, your family's health, and your everyday life and challenges. http://ow.ly/zEjr50GKKg4	
33	Keeping Kids Active	Children need at least 60 minutes of physical activity each day. Here are eleven ways to encourage your child to be physically active. http://ow.ly/ZBjo50Gr2Ep	
34	Healthy Food Choices	Expert tips for mealtimes and a list of the top 10 healthiest foods for kids for good nutrition. https://ow.ly/WTCx50Q3aq3	
35	Health Literacy	As children grow, they may experience stress or anxiety at school or within social situations. Learn about helping your child cope with stress. https://ow.ly/snl850Q3b88	

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36	Childhood Immunizations	<p>Today, most children in the U.S. lead much healthier lives. Preventable disease vaccinations are one of the success stories of modern medicine.</p> <p>http://ow.ly/4NgJ50Gr2EW</p>	
37	Well-Child Visits	<p>Discuss your child's complete medical history with your doctor during their well-child visit such as, prior screenings, diet, sleep, dental, medical care, family, and social histories. Learn more:</p> <p>http://ow.ly/Kesr50Gr2FL</p>	
38	Keeping Kids Active	<p>Keep kids moving in the winter with these 29 games to play in the snow.</p> <p>http://ow.ly/27qY50Gr2GX</p>	
39	Healthy Food Choices	<p>Healthy school lunches provide the energy for kids to learn and play throughout the day. Learn what a healthy lunch consists of:</p> <p>https://ow.ly/ZZOX50Q3bv6</p>	
40	Health Literacy	<p>Your child wakes up sick. What do you do? Use this Symptom Checker to help guide you to the best healthcare options:</p> <p>http://ow.ly/5GM450GzA40</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
41	Childhood Immunizations	<p>The risks that are often associated with child preventable disease vaccinations are much smaller than the diseases the vaccines protect against. Learn more: http://ow.ly/KLGF50Gr2HJ</p>	
42	Well-Child Visits	<p>Well-child visits for infants and young children provide physicians opportunities to screen for medical problems, provide guidance, and promote good health. http://ow.ly/eoRE50Gr2lq</p>	
43	Keeping Kids Active	<p>There are many positive benefits to having your child play sports, but here are six reasons that are crucial in helping them grow and develop. https://ow.ly/gRbQ50Q3bNk</p>	
44	Healthy Food Choices	<p>It's important that kids get a nutritious breakfast to perform better in school. Here's easy ways to feed your family a healthy breakfast. https://ow.ly/p4tr50Q3bWW</p>	
45	Health Literacy	<p>If your child has a sore throat, cough, or runny nose, you might expect the doctor to prescribe antibiotics. Sometimes antibiotics are not the correct treatment, here's why: http://ow.ly/le2450GiPT2</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
46	Childhood Immunizations	<p>Getting shots might be scary for a kid. Soothe your child's fears by explaining the importance behind preventable disease vaccinations.</p> <p>http://ow.ly/73Pw50Gr2Kk</p>	
47	Well-Child Visits	<p>A federally funded community health center is an option for low-cost medical care for your kids. Get checkups, preventable disease vaccinations, treatment, dental care, prescription drugs, and mental healthcare. Find one near you:</p> <p>http://ow.ly/XuxM50GiQcV</p>	
48	Keeping Kids Active	<p>Need inspiration on how to get your kids moving? Check out these kids exercise videos for the whole family:</p> <p>https://ow.ly/H4mR50Q71c</p>	
49	Healthy Food Choices	<p>Teenagers have different nutritional needs than other ages. Learn more about how healthy food choices helps teens succeed at school:</p> <p>https://ow.ly/hmMa50Q71c</p>	
50	Health Literacy	<p>Prescriptions for your child could become costly. Did you know you may be able to save by using a discount card? Check it out:</p> <p>http://ow.ly/bQ8p50GzAwq</p>	



QUESTIONS?

Email info@healthactioncouncil.org or visit <https://healthactioncouncil.org/what-we-do/health-improvement/healthy-kids>



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Health Action Council is a not-for-profit 501(c)(6) organization representing mid and large-size employers that works to improve human and economic health through thought leadership, innovative services, and collaboration. It provides value to its members by facilitating projects that improve the quality and moderate the cost of healthcare purchased by its members for their employees, dependents, and retirees.

Health Action Council also collaborates with key stakeholders health plans, physicians, hospitals and the pharmaceutical industry to improve the quality and efficiency of healthcare in the community.

LET'S KEEP THE CONVERSATION GOING!

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